

I appreciate that Facebook is now reviewing the ad I flagged. However, up until now, I could not provide nuanced information and events relating to the flag, and that inability indicates a major limitation to how Facebook handles such matters in the interest of customer protection.

Regarding the Jinnie store ad I flagged:

1) The Page associated with the ad was established very recently (March 10, 2019), and appears to be based in Vietnam and therefore not subject to any jurisdiction of US law nor consumer protection.

2) I respectfully pointed out in a comment to the ad that the product (a six-sided solar motor) did not match the product page linked to on dCraft (a four-sided solar motor of a considerably different design). Instead of being responded to, that comment was silently deleted with no response about my concerns.

3) I documented how the linked item on the dScarf website includes a FB tag in the URL, which seems to cause a stream of false sales reports to non-existent people in the Prescott, Arizona area every five seconds.

Regarding Facebook providing policing and adequate consumer protections:

4) I have taken nearly five hours now out of my day to document this issue and to send alerts to local Prescott, Arizona groups about this probable scam; not very many people are likely to see those alerts.

5) I understand that the ad will run while it is under review, but after over four hours, no action nor response has been forthcoming from Facebook on this matter.

6) I don't think it is sufficient to merely flag an ad without the flagging user (myself in this case) having the ability to provide any screenshots, TXT/RTF files, PDF files, or ZIP files for consideration in the review process. There is no provision for providing supporting files in the "Report this Ad" or "Report this Page" mechanism. I was able to submit these documents via "Report a Problem" which is typically not used to report issues about ads.

7) Facebook appears to be providing a "least cost" approach to providing consumer protections while reaping substantial corporate rewards in return, which may represent a conflict of interest in the priorities given to providing suitable consumer protections from misleading or scam advertising or predatory vendors.

8) In accompanying screenshots and writeup, I have cited numerous examples of limitations of the reporting/flagging mechanism, and how this may hinder the ability of users to provide timely, well-documented feedback about flagged

ads.

9) I am submitting this information as a formal Complaint to Facebook about its reporting and consumer protection policies and would invite to all to review the Internet Archive documents below. I am considering referring this matter to the Federal Trade Commission for review if not handled in a timely manner.

10) In the interest of transparency, all communications with Facebook on this matter will be logged to that Internet Archive repository.

<<https://archive.org/details/20190424FormalComplaintOnFacebookConsumerReportingPolicies>>